

TASK 6: BUSINESS INSIGHTS & RECOMMENDATIONS

Cities to Prioritize for Marketing

Insight (from Tasks 2 & 5):

- Top revenue-generating cities
- High customer concentration
- Consistent order volume

Insight Likely Type:

- Metro / Tier-1 cities dominate revenue
- Few cities contribute the majority of sales (Pareto effect)

Recommendation:

- Increase digital marketing spend in the **top 3–5 revenue cities**.
- Launch **city-specific offers**
- Improve faster delivery & localized promotions.

Most Profitable Product Categories

Insight (from Category Revenue chart):

- One or two categories generate **maximum revenue**
- Some categories underperform

Recommendation:

- Focus inventory & marketing on **top-performing categories**.
 - Bundle low-performing categories with high-selling ones
 - Optimize shelf space & ads based on category performance.
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Discount Strategy Evaluation

Insight (from Task 4 – Discount Analysis):

- High discounts increase the quantity sold
- But revenue impact may not always be positive.

Recommendation:

- Avoid blanket high discounts
 - Apply **targeted discounts** only on:
 - Low-selling products
 - Seasonal inventory
 - Maintain **low discounts on top-selling products** to protect margins.
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Products to Discontinue / Review

Insight (Low-selling products):

- Some products contribute very little revenue
- High inventory risk

Recommendation:

- Review the bottom 5–10 products
 - Options:
 - Discontinue
 - Replace with new variants.
 - Sell via clearance campaigns.
 - Reduce reorder frequency for such products.
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Customer Strategy Improvement

Insight (Task 3):

- Returning customers generate repeat revenue
- Certain age groups dominate purchases.
- Gender-based purchasing differences exist.

Recommendation:

- Introduce **loyalty programs** for returning customers.
 - Personalized offers for the dominant age group
 - Gender-targeted campaigns (where applicable)
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Payment Mode Optimization

Insight:

- One digital payment mode dominates
- Cash usage is lower

Recommendation:

- Promote preferred digital payment with cashback
- Reduce COD dependency
- Partner with top payment platforms for offers